

Florida company moving HQ and call center to Indy, plans 103 local jobs

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A Florida website developer that helps people compare health insurance plans online is moving its headquarters to Indianapolis and plans to hire or transfer 103 people here by 2024.

HealthCare.com, a privately owned company started in 2014, has set up shop at 3905 Vincennes Road, near the intersection of West 86th Street and North Michigan Road.

It is spending about \$1.6 million on the project, according to a deal signed in September with the Indiana Economic Development Corp. and certified Oct. 8 by the Indiana State Budget Agency. The state has pledged \$1 million in conditional tax credits based on the job-creation plans.

The company is in the process of moving its headquarters staff and functions here as well, company president and co-founder Jeff Smedsrud told IBJ.

“We moved in mid-March, hired roughly 30 people and then watched everybody work from home for the first five months,” he said. “We have close to 35 or 40 people now. It will be 40 by the end of the year.”

Many of the jobs will pay \$50,000 to \$80,000 a year, he said, because they are positions for licensed insurance agents who can help customers buy plans. Some of the call center jobs will pay less—about \$12.38 an hour, according to the contract between the company and the IEDC.

What HealthCare.com does is provide an online platform that allows insurance shoppers to compare plans and prices, then talk to an insurance agent to buy a plan. Last year, more than 3 million people visited the website, Smedsrud said.

He declined to reveal company revenue, other than to say the company expects to be “in the neighborhood of \$100 million” by next year.

The company now employs 125 people in New York City, Miami, Indianapolis and Guatemala City, but has begun moving some headquarters functions and staff here, Smedsrud said, and expects to complete the headquarters move by next year.

He said company officials were attracted to Indiana by the state’s central location, tax system and work force. He added that although he is from Minnesota, his two children went to Indiana University—one to the Kelley School of Business and the other to the Jacobs School of Music.

“I spent the better part of six or seven years visiting Bloomington and Indianapolis,” he said. “Indiana is a great place.”